



A PERI STOOD AT THE GATE.

PETE—"See here, young fellow, you've come to the wrong place. This is heaven. You must have taken the wrong turn."

DECEASED SPORT—"Aw, Pete, come now, let me in. I'm not such a bad chap and I dread the other place. It's so darned hot."

PETE—"Well, it's too bad a decent fellow like you should have to go down there, and I feel sorry for you. I do for a fact. But you certainly can't get in here. I'll tell you what I'll do with you, though. Here's a box of Buckyeyes. Take 'em along and smoke 'em and as long as they last you will think you're in heaven, anyhow. So long! Give my regards to Satan."

Here is rather a fine article on newspapers that we can scan recently.

To get the readers of a newspaper form a society, vast, powerful, with a community of interest that is almost unparalleled.

Now, a newspaper performs many functions and among these one of the most important is to reflect public opinion.

No longer do the people of an intelligent community desire a newspaper to do this thinking for them. Newspapers were once political puppets. Now those that are properly edited strive to be impartial records of the news of the day. Those that ever before do people think for themselves and make up their own minds.

The news of a newspaper have to be sound if they are to carry weight. Not only must they be sound in a particular instance, but they must be sound habitually, in order to obtain the confidence of the public. Good newspapers publishing the news impartially afford all intelligent readers such information as enables them to form independent judgments.

There is a saying that every country gets the press it deserves. In the same way one may judge of a man's character in some measure by the newspaper he reads. As he selects those persons who are admitted to his intimate circle, so he chooses his newspaper. Of all intimate things the newspaper is closest to him, most individual. It is, of course, the proprietor, the editors and the staff who in the first place give to a paper its strength, its charm, its distinctive tone. But it comes to have a character that can't be changed. This character may survive a change of proprietorship, a change of editorship, a change of staff. A newspaper has its traditions. All who are connected with it feel its inspiration. With the individuality of a newspaper the readers have something to do. It is to them that the institution, it stands in their

eyes for certain ideas; they look to it for news and true ideas; it performs for them judicial services in a manner of which they approve. In this way they, in their turn, exercise upon its character a regulating influence, just as constituents, in supporting him, influence a politician, and the followers of a prophet give their adherence rather to a creed than to a man.

Thus, as I have said, the readers of a newspaper are united by a common interest. They might be regarded as forming a class or that, as indeed, we do talk of a newspaper's circle of readers.

A minister may preach to a congregation of a few hundred, an orator may address an audience of 2,000 or perhaps 10,000 persons; is not there a limited sphere of influence, compared to that of the editor of a newspaper with his hundreds of thousands of readers?

It is a sobering thought, this tremendous responsibility of the press. How much we learn from our newspaper! Not with exaggeration do we talk of its educational force. The knowledge we obtain at school, the knowledge we acquire from books, the knowledge we gain in our travels, the knowledge of men and affairs we gain in private conversation, is amplified and idealized by the knowledge which our newspaper supplies.

It is through the newspapers that the president and the statesmen of the country become articulate to the people, and the people's thoughts become known to them. It is the correspondents of our newspaper in all parts of the world who make us familiar with foreign politics, with the important events in the two hemispheres. These correspondents are the historians of the present time.

Our newspaper suggests to us ideas on economic subjects, it advises us in literary, in artistic, in scientific matters, it keeps us

informed as to all that is best in music and in the drama. It must, then, guide the trend of our thought and create among all its readers an intellectual bond.

But for our daily paper could we keep informed as we do on commercial matters or participate, however vicariously, in the sports and amusements of the day? And all this and much more which the numerous features of the newspaper provide we share together, almost simultaneously, hundreds of thousands as one man.

One might legitimately carry this idea a little farther. For the advertisements, it seems to me, form another link. They lead us to go to the same restaurants for our meals, to go to the same stores in order to make our purchases. The readers of a newspaper become sooner or later the habitual patrons of those who regularly advertise in it.

But for the agency of the newspaper one cannot conceive of some thousands of women interested at the same moment in a single bargain, determining at the same moment to set out on their mutual quest to acquire it. There is to me something fascinating in this idea of a newspaper, its advertisers and its readers, as a co-operative society.

It is our exchange and mart and, what is perhaps more important, our labor bureau. It brings together those of us who want work and those of us who want workers, and herein at least, in an impartial sense, is a link connecting the readers.

These columns filled with the announcements of people wanting employment, it is not impossible to read them, through without having feelings of sympathy awakened? Behind those three or four inter-odd lines how many regrets, how many hopes, are concealed!

All are included among the readers of a newspaper—the man unemployed with

eager eyes scanning the list of vacant positions, the millionaire with studied glance looking over the list of the latest quotations from the stock exchange; and, indeed, at this thought, it might seem one could no longer agree that when it is the millionaire has work for the man unemployed to do and what if the newspaper brings them together?

The readers of a newspaper are constantly working together for common ends. They are a fighting force ready to be evoked on the side of justice, of honesty, of common sense. There is, too, missionary work to be done. It is not enough to be satisfied because they find expression in

your newspaper the views which you hold and those that appeal to you. These ideas you must spread, to these views you must find new adherents. It is through its readers that a newspaper is powerful for good; it is by their aid that its influence on a moral force is extended.

Thus the newspaper reader has obligations as the members of a church, or a union, or a political party have obligations. But they are greater. They are more widespread. They touch upon every phase of life. It is the function of a newspaper to work for the good of the whole people and it devotes on every reader, man and woman, to participate in that work, service as under one banner, for a single cause—the cause of humanity.



Toronto Society girl who threw herself off Rosedale bridge because her fiancée had told her she was going to wait.

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* A TRAGEDY TOLD IN THE "PERSONALS." *



She.



He.



He.

PERSONAL NOTICES.

M. L. V.—PLEASE COME HOME. YOUR WIFE AND CHILDREN ARE WORRIED.
Phone Wtts. A. H. V.

PERSONAL NOTICES.

A. H. V.—HOME IS NOT LIKE IT USED TO BE. CANNOT LIVE THERE UNDER present conditions. As long as he remains in the house I shall not return.
Ans sorry. M. L. V.

PERSONAL NOTICES.

M. L. V.—PLEASE COME BACK. HE HAS GONE AND WILL NOT COME HE when we again hit next spring. The coast is clear. I forgive you. Please.
A. H. V.